## MOTOR TRUCKS ON VIEW AT AUTO SHOW

Delivery Wagons to Reign for One Week at the Garden and Palace.

ARE OF VARIOUS TYPES

Commercial Vehicles Displace Passenger Cars, Affording Business Man Chance for Inspection

ell consider a week too short in which motor driven service

This week will bring to the front the in various forms, designed to carry any grocer and the baker the little delivery car will offer a relief from the onus of supportice dealer will find in the exhibition an ac ceptable substitute for the double team necessary in the past. Original price means little; "lower maintenance" is the this year than ever before in providing an al vehicle, no matter what its ca-

Hundreds of workmen began last night the task of getting the passenger carrywhich have been on display out of both buildings, in order that room could be made for the commercial vehi eles, which will be on view for a period

In the two buildings there will be sixty making a total of about three hundred machines of various types to be seen These will range in price from \$500 to In fact, the exhibition will be s hensive that every business man. official, postmaster, army officer tation problems should attend the exhibiion, for there will be found a type of vehi

le to suit every requirement stablishment of the parcel pos expected to give a great impetus to the motor trucks and light delivery matter to be handled will soon stgrow the ability of city and rural car-

e industry has to offer will be on display ocncerns. Several are pieers, dating back to the earliest days regular style of trucks, will be machines of the gasolene or electric types, built for special purposes, such as motor fire engines, patrol wagons, sprinklers, oil sprayers, filtering wagons, tractors, ambulances, trucks with tipping bodies, with power winches for hoisting purposes, etc.

Merchants whose deliveries can be handled by one or two light delivery wagons will find many of these fast little A MOTORCYCLE HONEYMOON adjuncts of a modern delivery system from which to make selections. Practically all of these junior trucks are so perfected in design that very little instruction is required to turn an ordinarily intelligent delivery wagon driver into a com petent operator. The ignition is fixed on many of the vehicles, so the driver is protected from the temptation to juggle with the mechanism, and the design is simplified in every way possible.

Business men with any and all kinds of delivery problems can visit the show with absolute certainty of finding a solution. Many of the big companies that manufacture motor trucks employ transconsists the inquirer has a business. The plans to convert his motorcycle at the most efficient and economical delivery a tandem. Early in February Mr. and the most efficient and economical delivery at tandem. Early in February Mr. and the most efficient and economical delivery at tandem. Early in February Mr. and the most important requirements of successful truck operation is to adapt the truck to the work it must do. The vehicle makers maintain these departments so that their customers may get the fullest benefit from the adoption of motor transportation.

At Madison Square Garden the trucks and delivery wagons will be displayed on the main floor and the elevated platform. At Grand Central Palace the business vehicles will be shown on the main floor as well as on the mezzanine floor. Tires, parts and accessories will occupy much the same space in both buildings during the show as they did last week, when the Passenger cars had the centre of the

The basement in Madison Square Garten is to be used for the exhibit of the National Machine Tool Builders' Association while the trucks are being shown upstairs during the week. The purpose of this machine tool exhibit is to show the process of manufacturing automobile parts. Rough castings will be cut down to the exact form in which they pass into the hands of the assemblers to become fart of a motor vehicle. There will also

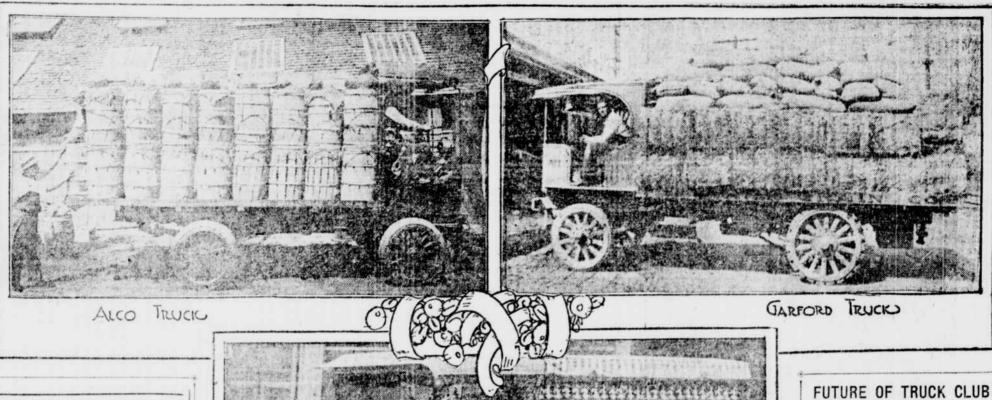
AUTOMOBILES.

## Before You Purchase a Motor Truck

Ask for particulars as to plan of selling you a One, Two or Three ton truck on terms less than daily rental and a

year's guarantee. Universal Motor Truck Co. 148 West 63rd Street. 'Phone Columbus 5900.

POWERFUL TRUCKS FOR VARIOUS USES ON DISPLAY AT BIG DOUBLE AUTOMOBILE SHOW IN GARDEN AND PALACE.



### List of Auto Trucks in Show

General Mators. General Vehicle Gramm. Grand Rapids. Hydraulic.

### BUYING SPEEDWAY SEATS Early Interest Shown in Big

Memorial Day Race.

ing until late at night the offices we much larger than it was last, while greater than they have ever been this far

automobile racing, and when Churies Sed wick, manager of the Indianapolis Motor Speedway, went to England a few months ago to secure entries for the coming 500mile event, he found English sportsmen tude of the Speedway race.

#### H. A. Stewart and Bride to Make Trip Around the World.

The most extensive of all motorcycle

concymoons is that planned by Harold A. Stewart, who, with his bride, Miss minished and will shortly disappear. Marie Louise Enncroft, will go around the world on a motorcycle.

the wedding is set for January. As representative of a map making

AUTOMOBILES.

Most Miles per Gallon of Gasoline Pirestone, Continuous Base, Notched Tread Tire gives perfect traction.

Skid prevented, truck protected, length of service increased are

See full, economical Firestone line at Madison Square Garden.

The Firestone Tire & Rubber Co. of New York

"America's Largest Exclusive Tire and Rim Makers"

1871 Broadway, New York

Home Office and Factory, Akron, O. Branches in All Principal Cities

Continuous Base Truck Tires

Price of gasoline is going up fast—this is sure way to overcome it.

For Heavy

## Motor Truck No Longer in Experimental Stage

Big Increase in Business Is Predicted.

"The experimental stage has been than it has in the past. The hard plo neering work is over." said Frank I. Hard

old skepticism with which the motor

"That skepticism was not entirely un justified. Buyers in choosing a truck of-Stewart is an Indianapolis man, and ten got one that was not adapted to their requirements. This has been one of the greatest drawbacks in introducing the establishment. Stewart has toured the ers now prevent this by refusing to sell United States on his motorcycle, gather- a truck which they know cannot be reaing information and data for the benefit gountly expected to give satisfactory serportation experts, trained in the work of of the automobilists and motorcyclists. vice under the conditions that will sur-

AUTOMOBILES.

Pioneering Work Over and Without that a good truck is as unsatis- them. ctory as a bad one. And the manufact- almost exclusively in the cities and will

tation is not only injuring himself by acis a vast new market that has as yet They made it, under trying conditions, in
quiring a dissatisfied customer, but he is scarcely been touched."

six hours.

FIRST 1913 "CENTURY.

Year's eve these two plucky motorcyclists urer who fails to insist upon this adap- invade the small towns and villages. This tance for the round trip was 104 miles.

Likely to Prove a Power in Its

Particular Field.

During the last year the Motor Truck

overing its mission, and, at the opening

of its third year, comes to the front a

ne of the most promising institutions !

the realm of motor associations. Although

much of its usefulness is yet to be de-

it has more than proved its right to ex-

istence, and has drawn to itself the re-

spect and support of the trade that prom-

The Motor Truck Club is unlike any of

the other motor trade institutions, inas

much as it is not merely made up of

truck manufacturers or dealers, nor again

of accessory men, but of men in all walks of life who feel a common interest in

motor trucks, their use, their study and

mote good fellowship among men of kin-

fail to realize that competitors need not

may meet and find mutual profit in dis-

cushing how best to promote a wider and

mon ground on which maker, dealer,

r, operator, garageman and student

rivals who might otherwise

their evolution. It aims not only to pr

## PEERLESS HITS THE MARK

Meets with Success in Many Lines of Industry.

DUMPING TRUCK ON VIEW

Skilfully Designed Mechanism Releases Five Tons in Thirty Seconds.

There are three trucks in the display of the Peerless Motor Car Company at the truck show-a four-ton stripped chassis, a three-ton moving van and a five-ton cor tractor's truck equipped with the Peerless crew power hoist dumping mechanism. included in the exhibit is a considerable assortment of parts of Peerless trucks shown separtely, so that the technically inclined may judge of the design and construction of the individual units.

Another feature is a large portfolio of photographs of Peerless trucks in actual service in widely separated parts of the United States and in a wide variety of usinesses. A similar portfolio was shown last year. It is significant that many con erns which were represented in the portfolio pictures a year ago by a single truck are now represented by installations of from three to forty.

The three-ton moving van was built for William Myerbach, a furniture mover, with offices on East 76th street. After the show it will be immediately delivered to aim and put to work on the streets of

The five-ton power dumping truck is a nassive carrier, designed for the quick handling of large tonnages of loose ma terial, such as coal, dirt, bricks and mor tar. It is of especial interest to contract ors and coal dealers. The body is mount ed so that the forward end swings upward when the power of the truck motor is turned into the hoisting mechanism. The tail gate then opens and the load stides off the rear end. The device is an effec tive time and labor saver. It is very much faster than the ordinary mechanical hand dump. Between its use and unloading by hand the difference in efficiency is enor

Five tons can be unloaded into a pile in thirty seconds by the driver alone. The truck is backed into position. The lever that unlatches the tail gate is tripped Another lever turns the power of the The front end of the body rises rapidly In thirty seconds the entire load is off the platform.

A distinctive feature of the Peerless dumping mechanism is the telescoping By its use is avoided the neces

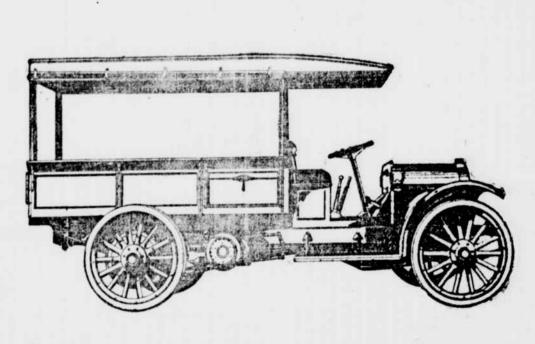
AUTOMOBILES.

PEERLESS TRUCK

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.



# The 3/4 Ton Utility Truck---\$1250

HIS new Utility Truck is the most practical and serviceable truck of its size ever built. It is intended for any kind of city and suburban delivery service. It works more simply, more economically, more rapidly and more effectively than most

trucks of much larger size. It is a new development. Unlike the average small truck, it is not a built over or a redesigned pleasure chassis. It is a real heavy truck in all of its parts, in its entire design, in its whole construction and in its economical operation. For instance, the powerful 4 cylinder motor is controlled by our patented governor,

it cannot be driven over 18 miles an hour; it has

quick demountable solid tires 36" x 3" front and

36" x 31/2" rear; it has an unusually rugged pressed

steel frame, doubly reinforced at points where it will receive the greatest strains; the wheel-base is 120 inches.

Throughout this truck is built on the most modern truck lines. It is made in one of the largest truck plants in the world by men who have been building successful trucks for over ten years. It is built by truck specialists.

For the merchant or manufacturer who has a whole lot of daily deliveries to be taken care of, this new Utility truck is well worth immediate investigation.

See this new truck at Madison Square Garden

## The Gramm Motor Truck Company, Lima, Ohio John N. Willys, President

Hexter Motor Truck Company, 427-431 West 42nd St., New York City

BRIEF SPECIFICATIONS

WHOTH OF FRAME-34 inches. WHEED BASE-120 inches, TIRES-Front. 36 x 3, Rear, 36 x

BRIEF SPECIFICATIONS

REAR AXLE—Rectangular Section, Timken bearings in hubs.

TRANSMISSION — Selective type, LOADING SPACE—Approximately
Three speeds forward and one payorne.

Three speeds forward and one payorne.